

**IN THE CLAIMS:**

Please amend the claims as indicated. A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-16. (Canceled)

17. (Currently Amended) A method for selectively accomplishing electronic communications between members of plural groups, including at least one potential buyer and at least one vendor, at remote sites, via a commercial transaction communication control system being adapted for use with an on-line computer service, comprising the steps of:

accessing said system via an interface adapted to communicate via the on-line computer,  
receiving and storing dynamic video data from ~~a vendor~~ one or more vendors for providing the dynamic video data to said buyer upon selection by the commercial transaction communication control system,

providing text communications between said ~~vendor~~ one or more vendors and said buyer, storing data associated with an active buyer, in a memory associated with the commercial transaction communication control system including buyer identification data and commercial transaction data that includes request data entered by the active buyer, and

selectively processing the commercial transaction data by first identifying select data including dynamic video and text data relating to the ~~vendor~~ one more vendors and then providing the dynamic video and text to said active buyer responsive to said commercial transaction data and in some instances selectively routing the active buyer ~~to another distinct vendor~~ based on the request data via multiple commercial transaction control systems to communicate with widely distributed vendors with capabilities to route calls between vendors to ~~in the event a first vendor does not fulfill a request.~~

18. (Currently Amended) A method according to claim 17, further comprising the step of:

utilizing a camera associated with said one or more vendor vendors to provide said dynamic video data.

19. (Original) A method according to claim 17, wherein the camera is adapted to image the vendor.

20. (Original) A method according to claim 17, further comprising the step of: storing the dynamic video data in a memory associated with the vendor.

21. (Original) A method according to claim 17, wherein at least certain of the dynamic video data is provided to the active buyer in freeze frames.

22. (Original) A method according to claim 17, wherein at least certain of the dynamic video data is provided to the active buyer in real time.

23. (Original) A method according to claim 17, wherein at least certain of the dynamic video data includes two-way video.

24. (Original) A method according to claim 22, wherein the real-time video is live person-to-person video communication.

25. (Original) A method according to claim 17, wherein at least certain of the dynamic video data is provided as stored video data.

26. (Original) A method according to claim 17, wherein the audio communication is received by the buyer in real time.

27. (Original) A method according to claim 17, wherein the text communications between the vendor and the buyer include provision of commercial transaction data.

28. (Original) A method according to claim 27, wherein the commercial transaction data includes product identification data.
29. (Original) A method according to claim 27, wherein the commercial transaction data includes order data.
30. Canceled.
31. (Original) A method according to claim 17, further comprising the step of: maintaining an inventory control for controlling text communications between a buyer and a vendor that relate to products or services.
32. (Original) A method according to claim 17, further comprising the step of: providing a notification from the vendor to the buyer when the inventory control indicates that the product or service is unavailable.
33. (Currently Amended) A method for selectively accomplishing electronic communications between members of plural groups, including at least one potential buyer and at least one vendor, at remote sites, via a commercial transaction communication control system being adapted for use with an on-line computer service, comprising the steps of:
  - accessing said system via an interface adapted to communicate via the on-line computer,
  - receiving and storing dynamic video data from a one or more vendor vendors for providing the high resolution still video data to said buyer upon selection by the commercial transaction communication control system,
  - providing text communications between said vendor vendors and said buyer,
  - storing data associated with an active buyer, in a memory associated with the commercial transaction communication control system including buyer identification data and commercial transaction data that includes request data entered by the active buyer, and

selectively processing the commercial transaction data by first identifying select data including high resolution still video and text data relating to the vendor and then providing the high resolution still video and text to said active buyer responsive to said commercial transaction data and in some instances selectively routing the active buyer to another distinct vendor via multiple commercial transaction control systems to communicate with widely distributed vendors with capabilities to route calls between vendors based on the request data in the event a first vendor does not fulfill a request.

34. (Original) A method according to claim 33, further comprising the step of: utilizing a camera associated with said vendor to provide said high resolution still video data.

35. (Original) A method according to claim 33, wherein the camera is adapted to image the vendor.

36. (Original) A method according to claim 33, further comprising the step of: storing the still image video data in a memory associated with the vendor.

37. (Original) A method according to claim 33, wherein at least certain of the still image video data is provided to the active buyer in freeze frames.

38. (Original) A method according to claim 33, wherein at least certain of the still image video data is provided to the active buyer in real time.

39. (Original) A method according to claim 38, wherein at least certain of the still image video data includes two-way video.

40. (Original) A method according to claim 38, wherein the real-time video is live person-to-person video communication.

41. (Original) A method according to claim 33, wherein at least certain of the still image video data is provided as stored video data.

42. (Original) A method according to claim 33, wherein the audio communication is received by the buyer in real time.

43. (Original) A method according to claim 33, wherein the text communications between the vendor and the buyer include provision of commercial transaction data.

44. (Original) A method according to claim 43, wherein the commercial transaction data includes product identification data.

45. (Original) A method according to claim 43, wherein the commercial transaction data includes order data.

46. Canceled.

47. (Original) A method according to claim 33, further comprising the step of: maintaining an inventory control for controlling text communications between a buyer and a vendor that relate to products or services.

48. (Original) A method according to claim 33, further comprising the step of: providing a notification from the vendor to the buyer when the inventory control indicates that the product or service is unavailable.

49. (Withdrawn) A method of processing communications on-line to consummate transactions originating with buyers at personal computer terminals communicating through a public telephone system, comprising the steps of:

interfacing an active personal computer terminal to receive transaction selection data;

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isolating a group of vendor sites responsive to the transaction selection data from an active personal computer;

communicating with the active computer terminal to isolate a vendor site from the group and coupling the active personal computer terminal to the isolated